

Pouch

Scripps Howard

Scripps Howard Broadcasting
Co.

Broadcasting Co. publicly held
E W Scripps is privately held

Rocky Mtn ^{News} newspaper

94% of revenue
acc'd for by
broadcasting

adults	18+	373,600	
	M	186,800	50%
	F	186,800	"

18-24	62,200	16%	
25-34	74,200	20	40% attend or grad college
35-49	112,200	30	
50-64	89,300	24	
65+	35,700	10	
	373,600		

Dun & Bradstreet

J. R. Howard Ch. of
D. L. Parris President
L. A. Leser Treasurer
D. J. Castellini Sec.

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